**TED 707 What is a book trailer?**

A book trailer is a digital book talk -- a commercial for a book using text, images, music, movie clips, and/or voiceovers.

A book trailer is a multilayered, multimodal presentation of a book that students can share publicly through YouTube, TeacherTube, teacher's blog, or school media center website.

Both book talks and book trailers give students the opportunity to share what they are reading and hear what their peers are reading. A book trailer also gives students the opportunity to practice 21st century literacy skills and share their creations with an audience outside their class.

**Teacher Models of Book Trailers**

Make Lemonade

YA novel by Virginia Euwer Woolf

<http://www.youtube.com/watch?v=FbjCw0inl_Y>

Al Capone Does My Shirts

YA novel by Gennifer Choldenko

<http://www.youtube.com/user/thebademan#p/a/u/2/bJ>

**How to Make a Book Trailer**

Before composing your trailer:

Consider what makes your chosen book unique. Why should

others read your book?

Decide what is most important to show about your book:

Main characters' personalities?

Setting?

Main conflict or problem?

Theme?

Symbols?

Voice?

Mood or emotion?

How can you create suspense and interest in your book?

Complete a storyboard before you begin making the trailer.

**How to Make a Book Trailer**

1. Begin searching for images (and/or film clips) to represent your book's characters, setting, conflict, theme, and mood. This will be the most time-consuming step in the process. Find copyright-free images at http://creativecommons.org and http://flickr.com.

2. Save images you find to a separate folder on your computer's hard drive. You won't use all the images you find; choose only those that represent your book best.

3. Next step is to search for music. You can use music that you have ripped from a CD or downloaded from your iTunes account. Or you can find free music at sites like http://freeplaymusic.com. Save your music as an mp3 file.

4. Start creating your trailer using a movie maker program, like

Windows Movie Maker, iMovie, or PhotoStory.

5. Import pictures, then drag and drop them into the program's

timeline. Experiment with order, timing, video transitions, and photo effects.

6. Add text, but not too much. Let the images and music tell the

story for you. Consider include short quotes form your book to give your viewers a taste of your book. Try to create suspense by using cliffhangers, and never give away the ending.

Here's a helpful Windows Movie Maker tutorial.

<http://www.youtube.com/watch?v=JZXK68NS7gU>

7. Play with it! This is the fun part. Experiment with different photo effects, font styles, video transitions, text transitions, etc. to create the feeling and impression you want.

8. The very important FINAL step is to save and compress your

video properly.

9. You're now a media creator. Share your creation with the world by posting to YouTube, TeacherTube, a blog or wiki.